

### **REMARKS**

Applicants respectfully request reconsideration of the rejections set forth in the Office Action mailed on August 7, 2002. Claims 1-28 have been rejected. The claims have been amended to further clarify the subject matter regarded as the invention. New claims 29-30 have been added. Claims 1-30 are now pending.

A clean version of the amended claims with instructions for entry pursuant to 37 CFR 1.121(c)(1)(i) is included above. A marked-up version of the amended claims pursuant to 37 CFR 1.121(c)(1)(ii) is attached as Appendix I.

This amendment is to expedite prosecution and should not be construed as acquiescence in any ground of rejection. Applicants reserve the right to prosecute the originally filed claims in the future. The comments in the Office Action are now addressed in turn.

### *Rejections Under 35 USC 103*

Claims 1-28 have been rejected under 35 USC 103(a) as being unpatentable over Maxwell et al., (US Patent 5,675,784), and further in view of Blinn et al. (US Patent No. 5,999,914). The rejection is respectfully traversed. It is submitted that the claims of the present invention are non-obvious and patentable over the claims of the cited patents, and withdrawal of the rejection is respectfully requested.

Neither Maxwell et al. ("Maxwell") nor Blinn et al. ("Blinn") disclose or suggest the invention of the pending claims. For instance, with respect to claim 1, as amended, neither of the cited reference discloses or suggests storing product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product. Specifically, neither of the cited references discloses or suggests "storing the product data, the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, the customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use in an electronic catalog." Accordingly, Applicant respectfully submits that claim 1 is allowable over the cited art.

With respect to claim 2, as amended, neither Maxwell nor Blinn discloses or suggests receiving a customer product portfolio file, the customer product portfolio file including at least one SKU associated with each product for which data is requested by a customer. Moreover, neither of the cited references discloses or suggests mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file [that] for which data is not in the system product data file is identified, thereby indicating whether data for each of the products for which data is requested by the customer has been obtained and stored in the system product data file. In addition, neither of the cited references discloses or suggests capturing data for [the] one or more products [product] identified in the customer product portfolio file that is not in the system product data file, or adding the captured data for the [product] products to the system product data file. Accordingly, Applicant respectfully submits that claim 2 is allowable over the cited art.

With regard to claim 13, as amended, neither Maxwell nor Blinn discloses or suggests receiving a customer product portfolio file that identifies products for which data is requested, wherein the customer product portfolio file includes at least one SKU associated with each of the products for which data is requested by a customer. Moreover, neither of the cited references discloses or suggests mapping the customer product portfolio file to the system product data file such that each product for which data [that] is [not] in the system product data file is identified. In addition, neither of the cited references discloses or suggests generating enriched product data from the system product data file according to a customer profile, the customer profile indicating data associated with the products for which values are to be transmitted to the customer, or transmitting the enriched product data to the customer. Accordingly, Applicant respectfully submits that claim 13 is allowable over the cited art.

With respect to claim 26, Maxwell fails to disclose or suggest the claimed invention. Specifically, Maxwell fails to disclose or suggest accepting a selection of at least one of the set of attributes corresponding to one of the plurality of categories. The Examiner cites col. 6, lines 59-63. However, Maxwell merely discloses searching for a domain or component, not for an attribute associated with such a component. In other words, Maxwell does not enable a search for attributes such as “speed” or “size” to be performed. As a result, Maxwell fails to disclose or suggest obtaining one or more attribute values corresponding to the selected attributes for each of the selected products from the catalog database, or displaying the obtained attribute values for the selected products. Accordingly, Applicant respectfully submits that claim 26 is allowable over the cited art.

With respect to claim 28, as amended, neither Maxwell nor Blinn suggests or discloses a method of querying a catalog database that includes product data for one or more products classified according to a data model, and extracting information that is specified by a catalog component definition from the catalog database together with the data model. Specifically, Maxwell fails to disclose accepting a user query specifying a product and a catalog component to be retrieved for use in a catalog, the catalog component [being] including at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product, obtaining a catalog component definition associated with the catalog component, the catalog component definition defining a format for the catalog component. Moreover, Maxwell fails to disclose extracting information specified by

the catalog component definition from the catalog database and the data model, or building a catalog component descriptor from the extracted information and the catalog component definition. Accordingly, Applicant respectfully submits that claim 28 is allowable over the cited art.

The dependent claims recite additional limitations and therefore also patentable over the cited references. The additional limitations are not further discussed, as the above limitations are sufficient to define over the cited art. Accordingly, withdrawal of the rejection of the pending claims under USC 103 is respectfully requested.

### Conclusion

The Applicants respectfully maintain that all pending claims are in condition for allowance. Therefore, Applicants respectfully request a Notice of Allowance for this Application from the Examiner. Should any unresolved issues remain, the Examiner is encouraged to contact the undersigned at the telephone number provided below.

Respectfully submitted,

BEYER, WEAVER & THOMAS, LLP

A handwritten signature in black ink, appearing to read 'Elise R. Heilbrunn', with a stylized flourish at the end.

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## APPENDIX I

### MARKED-UP COPY OF AMENDED CLAIMS

1. (Twice Amended) A method of distributing data for use in a catalog, comprising:  
capturing product data for a product according to a data model, the data model having one or more classes, each one of the one or more classes being defined by one or more categories, each of the one or more categories being defined by an attribute group having one or more attributes;

storing the product data, the product data including both a manufacturer SKU that identifies the product and a customer SKU that identifies the product, the customer SKU being associated with a customer for which the product data is being stored for subsequent distribution to the customer, wherein the stored product data is suitable for use in an electronic catalog.

2. (Twice Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file, the customer product portfolio file including at least one SKU associated with each product for which data is requested by a customer;

mapping the customer product portfolio file to the system product data file such that each product identified in the customer product portfolio file [that] for which data is not in the system product data file is identified, thereby indicating whether data for each of the products for which data is requested by the customer has been obtained and stored in the system product data file;

capturing data for [the] one or more products [product] identified in the customer product portfolio file that is not in the system product data file; and

adding the captured data for the [product] products to the system product data file.

3. The method as recited in claim 2, further including:

generating component data for the product from the system product data file, wherein the component data includes at least one of a product description, technical

specifications, a marketing description, an image, and a URL associated with the product.

4. The method as recited in claim 3, wherein technical specifications comprises at least one of main technical specifications and extended technical specifications.

5. The method as recited in claim 3, further including:  
generating enriched product data from the system product data file according to a customer profile; and  
transmitting the enriched product data.

6. The method as recited in claim 5, wherein the steps of generating enriched product data and transmitting the enriched product data are performed simultaneously with the steps of capturing data, adding the captured data, and generating component data.

7. The method as recited in claim 2, wherein the customer product portfolio file includes:

- a manufacturer SKU associated with a product;
- a customer SKU assigned by a customer to the product;
- a manufacturer identifier for the product that identifies a manufacturer of the product; and
- a product description describing the product.

8. The method as recited in claim 3, further including:  
retrieving a component definition associated with the component data, the component definition having a section header, a line header, and a line body definition that defines contents and format for a line body which describes the line header;

- obtaining the contents of the line body from the system product data file and from literals provided in the line body definition; and
- providing the section header, the line header, and the line body.

9. The method as recited in claim 8, further including:

classifying the product in one of a plurality of categories, each of the categories having at least one attribute group that identifies one or more attributes, each of the attributes being associated with one or more values;

wherein the line header identifies an attribute group associated with the product.

10. The method as recited in claim 3, further including:  
classifying the product according to a data model;  
extracting information specified by a component definition from the system product data file and the data model; and  
building a component descriptor from the extracted information and the component definition.

11. The method as recited in claim 10, further including:  
providing the component descriptor in response to a catalog query.

12. The method as recited in claim 10, further including:  
storing the component descriptor in a file.

13. (Twice Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file that identifies products for which data is requested, wherein the customer product portfolio file includes at least one SKU associated with each of the products for which data is requested by a customer;

mapping the customer product portfolio file to the system product data file such that each product for which data [that] is [not] in the system product data file is identified;

generating enriched product data from the system product data file according to a customer profile, the customer profile indicating data associated with the products for which values are to be transmitted to the customer; and

transmitting the enriched product data to the customer.

14. The method as recited in claim 13, wherein the customer profile identifies at least one customer, and wherein generating enriched product data from the system product data file according to the customer profile includes:

obtaining a system record associated with a customer from the system product data file; and

generating a product header for the system record, the product header including a customer SKU associated with the system record.

15. The method as recited in claim 14, wherein the product header further includes a system SKU that identifies a product associated with the system record and a category identifier that identifies a category in which the product is classified.

16. The method as recited in claim 14, wherein the product header further includes at least one of a manufacturer product description that describes standard features of the product, a product line associated with the product, and a model number associated with the product.

17. The method as recited in claim 14, wherein the customer profile further includes customer searchable attribute preferences corresponding to each customer, the customer searchable attribute preferences specifying attributes for which values are to be transmitted, the method further including:

obtaining attribute values for the specified attributes from the system record.

18. The method as recited in claim 17, further including:  
producing the customer searchable attribute preferences.

19. The method as recited in claim 14, further including:  
producing a list of related products associated with the system record.

20. The method as recited in claim 19, wherein the list of related products includes the customer SKU associated with the system record and a customer SKU for each of the related products.



21. (Once Amended) A method of maintaining catalog data stored in a system product data file, comprising:

receiving a customer product portfolio file that identifies products for which data is requested by one or more customers, the customer product portfolio file including a manufacturer SKU associated with each of the products for which data is requested [product], a customer SKU associated with each of the [product] products that corresponds to one of the customers, and a manufacturer identifier identifying a manufacturer of each of the products for which data is requested[product, and a product description describing the product]; and

mapping the customer product portfolio file to the system product data file such that each product [that] for which data is not in the system product data file is identified, thereby identifying one or more of the products for which data is requested and has not been obtained and stored in the system product data file.

22. The method as recited in claim 21, wherein mapping the customer product portfolio file includes:

ascertaining whether the manufacturer identified in the customer product portfolio file is new, the manufacturer being a new manufacturer if the manufacturer is not identified in the system product data file; and

if the manufacturer is new, assigning a manufacturer identifier to the new manufacturer such that the manufacturer identifier is stored in the system product data file.

23. The method as recited in claim 21, wherein mapping the customer product portfolio file includes:

determining whether the customer SKU in the customer product portfolio file is new, the customer SKU being new if the customer SKU is not identified in the system product data file; and

if the customer SKU is new, creating a new system SKU such that the new system SKU is mapped in the system product data file to the customer SKU.

24. The method as recited in claim 23, further including:

classifying the new system SKU according to a data model, the data model including one or more classes, each of the one or more classes including one or more categories.

25. The method as recited in claim 23, further including:  
determining whether the customer SKU is invalid; and  
reporting the customer SKU if it is determined to be invalid.
26. A method of querying a catalog database, the catalog database including product data for one or more products, each of the products being classified in at least one of a plurality of categories, the product data for each product including a set of attributes corresponding to the category within which the product is classified, each of the attributes having at least one attribute value, the method comprising:  
accepting a selection of at least one of the set of attributes corresponding to one of the plurality of categories;  
accepting a selection of products within the one of the plurality of categories;  
obtaining one or more attribute values corresponding to the selected attributes for each of the selected products from the catalog database; and  
displaying the obtained attribute values for the selected products..
27. The method as recited in claim 26, where displaying the obtained attribute values for the selected products includes assigning normalized numeric values to the obtained attribute values.
28. (Twice Amended) A method of querying a catalog database including product data for one or more products classified according to a data model, the method comprising:  
accepting a user query specifying a product and a catalog component to be retrieved for use in a catalog, the catalog component [being] including at least one of a product description, technical specifications, a marketing description, an image, and a URL associated with the product;

obtaining a catalog component definition associated with the catalog component, the catalog component definition defining a format for the catalog component;

extracting information specified by the catalog component definition from the catalog database and the data model; and

building a catalog component descriptor from the extracted information and the catalog component definition.

29. The method as recited in claim 21, wherein the customer product portfolio file further includes:

a product description describing each of the products for which data is requested.

30. The method as recited in claim 13, wherein mapping the customer product portfolio file to the system product data file such that each product for which data is in the system product data file is identified comprises identifying one or more of the products for which data is requested and has not been obtained and stored in the system product data file.